

Message Text

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PAGE 01 STATE 089320
ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 USIA-15 /033 R

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APPROVED BY EB/OCA/CD:REDAY
COM/OIM/AUSTRALASIA/LPSILLOWAY
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COM/OIM/DM/NLSTEIN
STATE/EA/EP/DBOERIGTER
EA/ANP:CSQUIRE (SU0S)
EA/ANP:CSQUIRE (SUBS)

-----211044Z 038245 /15

R 202318Z APR 77
FM SECSTATE WASHDC
TO AMEMBASSY CANBERRA
INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL SYDNEY

UNCLAS STATE 089320

FOR COUNTRY COMMERCIAL ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP: AS

SUBJECT: FY 77 CCP, FIRST QUARTER

REFERENCE: (A) CANBERRA 0432, (B) 76 CANBERRA 9021,
(C) STATE 299531

1. REGRET DELAY IN REPORTING OUTCOME OF WCAG MEETING
FEBRUARY 11, STATE DEPARTMENT, COUNTRY DIRECTOR'S OFFICE CS
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TO REVIEW PROGRESS FIRST QUARTER FY 77 CCP. CS

2. CAMPAIGN NO. 1: VISIT USA; NOT ONLY WERE OBJECTIVES
MET FOR FIRST QUARTER BUT INSTALLATION OF THE SELF-SERVICE
LIBRARY EXCEEDS EXPECTATIONS.

3. WCAG HAS NO OBJECTIONS TO CCP CAMPAIGN MANAGER'S USE

OF REPFIND FOR MARCH USA TRAVEL SHOW; HOWEVER, WE ARE INTERESTED IN OUTCOME OF ITS UNUSUAL APPLICATION. COPY OF FOREIGN BUYERS PROGRAM QUESTIONNAIRE OF INTEREST TO CMM. WOULD APPRECIATE A COPY. ALL OTHER INFORMATION FOLLOWED WITH GREAT INTEREST. KUDOS FOR A JOB WELL DONE.

4. CAMPAIGN NO. 2: BUSINESS EQUIPMENT. COMPUTERS AND RELATED EQUIPMENT. LOOK FORWARD TO CAMPAIGN GAINING MOMENTUM NOW THAT NEW CAMPAIGN MANAGER T.J. HALLEY HAS ARRIVED.

5. CAMPAIGN NO. 3: COMMUNICATIONS EQUIPMENT. BELIEVE THAT CMM'S LETTER OF FEB. 15 TO CAMPAIGN MANAGER FROST ANSWERS A NUMBER OF QUESTIONS RAISED IN BOTH HIS LETTER OF DECEMBER 3 AND REFTEL (A). REGRET INCONVENIENCE CAUSED BY LATE TRANSMITTAL OF DALLAS SHOW CONFERENCE MATERIALS.

6. CAMPAIGN NO. 4: CONSUMER GOODS. (A) WCAG ASSISTANCE IN SEARCH OF FILMS, VTR'S, ETC. IS NO DOUBT SATISFIED BY MELBOURNE'S SCHEDULING OF U.S. HOUSEWARES UNIVERSAL SHOWCASE (USHUS) IN SEPTEMBER 1977. THIS USHUS IS A COMBINATION OF SOUND AND COLOR VIDEO TAPE RECORDINGS OF PRODUCT PRESENTATIONS TAKEN AT THE JULY HOUSEWARES SHOW. IT INCLUDES FULL LINE COMPANY CATALOGS AND PRODUCT SAMPLES. THE MAIN OBJECTIVE OF THE PROGRAM IS TO DEVELOP SALES LEADS, REPFIND, PRODUCT SUPPORT AND MARKET RESEARCH FOR THE EXHIBIT'S 50 TO 60 PARTICIPANTS. (B) FURTHER INVESTIGATION WITH USIA/IMV/R, LESTER VELEZ, INDICATES THAT THEY HAVE NO PLANS TO TAPE CONSUMER GOODS SHOW IN FORESEEABLE FUTURE.

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7. CAMPAIGN NO. 5: METALWORKING AND FINISHING MACHINERY AND EQUIPMENT. EXCELLENT LEADS FROM AUSTRALIA ARE BEING PASSED TO U.S. PRINCIPALS AS RECEIVED. WCAG PLEASED WITH CAMPAIGN MANAGER'S INITIATIVES MADE IN BEHALF OF THIS CAMPAIGN.

8. CAMPAIGN NO. 6: FOOD PROCESSING AND PACKAGING (FPP) EQUIPMENT. ALTHOUGH TRADE PROMOTIONS WERE CANCELLED, WE ARE PLEASED TO SEE NEW INITIATIVES. IN RESPONSE TO POST'S REQUEST FOR WCAG ASSISTANCE IN OBTAINING USIA FILM PACKAGE FOR PROMOTIONAL CAMPAIGN, PLEASE BE ADVISED THAT AFTER THE FPP FILM PACKAGE LEFT CANBERRA ON MARCH 15, IT WAS SENT TO CARACAS. IT WILL CONTINUE TO CIRCULATE AROUND THE WORLD. POSTS WHICH HAVE NOT USED THE PACKAGE BEFORE WILL RECEIVE FIRST PRIORITY. WCAG SUGGESTS THAT CCAG NOT REQUEST THE RETURN OF THIS PACKAGE TO AUSTRALIA, BUT RATHER WAIT FOR THE OUTCOME OF A DECISION TO BE MADE BY THE FOOD PROCESSING MACHINERY AND SUPPLY ASSOCIATION (FPMAS). AFTER HAVING REVIEWED USDOC PRESENTATION OF THE VIDEO CATALOG EXHIBITION

TECHNIQUE PRODUCED IN THE SPECIAL ACTIVITIES DIVISION/OIM, FPMSA IS STRONGLY CONSIDERING PARTICIPATING IN A USDOC VIDEO CATALOG EXHIBITION. THE ASSOCIATION IS CONSIDERING

ONE OF TWO METHODS: (1) TO RECRUIT AND VIDEO TAPE 30 FIRMS

AT THEIR FEB. '78 ANNUAL EXHIBITION IN CHICAGO; OR (2) TO PARTICIPATE WITH 30 FIRMS WHICH WILL SUBMIT AUDIO VISUAL MATERIALS TO USDOC FOR TRANSFERRING VIDEO TAPE INTO A THEMATIC PROGRAM. BOTH TECHNIQUES WOULD UTILIZE PRODUCTS AND CATALOGS AS WELL AS AN INDUSTRY TECHNICAL REPRESENTATIVE. THE PRIMARY OBJECTIVE WOULD BE TO GENERATE SALES LEADS AND TO GENERATE INTEREST AMONG POTENTIAL AGENTS AND DISTRIBUTORS FOR U.S. PRODUCERS OF FOOD PROCESSING MACHINERY. WCAG REQUESTS THE POST TO INDICATE ITS INTEREST IN PRESENTATION OF THIS VTR CATALOG EXHIBITION.

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9. NON-CAMPAIGN INITIATIVE NO. 1: WESTERN AUSTRALIAN MAJOR PROJECTS/PRODUCTS: WCAG NOTED EMBASSY COMMENTS 76 CANBERRA 9021 AND DISCUSSED FEASIBILITY OF HAVING ONE MAJOR PROJECT/PRODUCT CAMPAIGN MANAGER FOR EACH POST TO DEVELOP OPPORTUNITIES ON UPCOMING INFRASTRUCTURE OR INDUSTRIAL PROJECTS THROUGHOUT POST'S GEOGRAPHIC AREA OF RESPONSIBILITY. THIS WOULD NOT PRECLUDE REPORTING FROM PERTH ON WESTERN AUSTRALIAN MINERALS AND OFFSHORE NATURAL GAS DEVELOPMENT. EMBASSY COMMENTS ON THIS APPROACH WILL BE WELCOME.

10. NON-CAMPAIGN INITIATIVE NO. 2: MARKET RESEARCH: WCAG CONSENSUS IS THAT QUOTE COMPREHENSIVE SURVEY OF AUSTRALIAN IMPORT MARKET END QUOTE DATED MARCH 31, 1974 CAN SERVE NO USEFUL PURPOSE BY UP-DATING IT IN ITS PRESENT FORM. ITS PURPOSE ORIGINALLY WAS TO SUPPORT THE QUOTE MARKET SHARE END QUOTE CONCEPT WHICH IS NO LONGER THE POLICY UNDER WHICH THE U.S. TRADE CENTER IN SYDNEY IS OPERATED. THEREFORE, IT SHOULD NOT BE UPDATED.

11. WCAG WELCOMES THE SYDNEY INITIATIVE OF PASSING THE ADS REQUESTS TO OTHER POSTS. THE INPUTS FROM THESE ENHANCE THE VALUE OF THE ADS SERVICES IN AUSTRALIA. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 20-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770138-0838
Format: TEL
From: STATE
Handling Restrictions: n/a
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Litigation History:
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Original Previous Classification: n/a
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Review Content Flags:
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Review Exemptions: n/a
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SAS ID: 2744644
Secure: OPEN
Status: NATIVE
Subject: FY 77 CCP, FIRST QUARTER
TAGS: BEXP, AS
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Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/9804b1a1-c288-dd11-92da-001cc4696bcc
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